



MEDIA ADVISORY

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Consumer Affairs To Webcast Forums During PACT Summit

The Value of Professional Licenses, Projected Skilled Labor Shortages Highlighted

Who: The California Department of Consumer Affairs (DCA)

What: Two Webcast concerning issues important to California consumers:

- **8 a.m.-10 a.m. — Value of a California Professional License**

This discussion will focus on the professional licenses issued by regulatory programs within the Department of Consumer Affairs. Their most obvious value comes from the protection it provides consumers, but they also benefit the license-holder because it creates a level playing field for professionals and create a means of maintaining it. All licensees must meet the same standards, and those who do not or who seek to take advantage of consumers will be prosecuted.

- **Noon-2 p.m. — California's Professional Workforce**

Although the current economic climate is dire, many employers still face workforce challenges daily, particularly in the professions and trades. And the forecast of labor market shortages is not getting any brighter. A 2003 survey report Rising to the Challenge conducted by the Center for Workforce Preparation (CWP), a nonprofit affiliate of the

U.S. Chamber of Commerce, reveals that workforce development and a shortage of workers at all skill levels are the major issues facing small and large businesses. Moreover, an Aspen Institute report (August 2002) projects a critical shortage of workers over 20 years, particularly in jobs requiring higher education and training. The report confirms what many of us already know – there are too few sources of qualified workers to meet projected needs.

When: November 19, 2008

Where: The forums will be Webcast live from the Westin Los Angeles Airport Hotel

5400 West Century Blvd.

To view the Webcasts click [here](#)

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